









How WIC Impacts the People of Hawaii

Role of the WIC Program

With firm commitment to safeguarding and advancing the nutrition status and health of mothers and children and to promoting and encouraging breastfeeding in the U.S., the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) works within each state to improve healthcare access for low and moderate income women and children with, or at risk of developing, nutrition-related health problems, including overweight, obesity, and type-2 diabetes. WIC provides nutrition education and healthy foods enabling families to make life-long healthy eating and life-style choices. Recent changes in the WIC food packages help to ensure that participants can easily make nutritious choices, with an emphasis on fruits, vegetables, low-fat dairy, and whole grains. The National WIC Association (NWA) supports the WIC community by advocating for quality nutrition services across the nation. See how WIC impacts the people of Hawaii!

Average Hawaii Monthly WIC Participation October 2010 – September 2011 FY 2011 (preliminary)	Pregnant Women	3,465
	Breastfeeding Women	3,105
	Postpartum Women	2,069
	Infants	8,535
	Children	19,579
	Total Participation	36,753
Hawaii WIC Food and Services Benefits October 2010 – September 2011 FY 2011 (preliminary)	Value of Total Food Benefit Per Participant (Monthly)	\$65.39
	Total Food Benefit Spent in State (Food Cost + Rebate)	\$28,838,025
	Manufacturer Cost Containment Rebate	(\$5,041,209)
	Net Federal Food Cost	\$23,796,816
	Nutrition Service Benefits Spent in State	\$10,072,505

Improved Funding for WIC EBT Technology

Recent funding from USDA will allow for expansion and improvement of WIC's electronic benefit service delivery (EBT) technology in a number of states. Participants and retail vendors will experience increased flexibility and easier benefit access and delivery as EBT is implemented nationwide by 2020. In FY 2011 a total of \$13 million was provided to select state agencies to help update and render management information systems EBT ready.

WIC Promotes Health and Health-Care Savings

Promoting and achieving healthy birth weight helps to ensure normal growth for infants and also saves healthcare dollars. WIC participation is beneficial to mothers and infants, reducing medical costs.

- ⇒ Lower Medicaid costs have been associated with prenatal participation in the WIC program, along with improved birth outcomes, specifically for Blacks. ¹
- ⇒ Improved birth weight has been positively associated with WIC infant participation. ²

² Kowaleski-Jones L, Duncan GJ. Effects of participation in the WIC program on birthweight: evidence from the National Longitudinal Survey of Youth. Special Supplemental Nutrition Program for Women, Infants, and Children. AM J Public Health. 2002 May: 92(5):799-804.

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NWA's mission: Providing leadership to promote quality nutrition services; advocating for services for all eligible women, infants, and children; assuring the sound and responsive management of WIC.

¹ Gregory PM & de Jesus ML. Racial differences in birth outcomes and costs related to prenatal WIC participation. N J Med. 2003 Mar; 100(3):29-36.